GOVERNMENT OF INDIA
RURAL DEVELOPMENT
LOK SABHA

UNSTARRED QUESTION NO:811
ANSWERED ON:28.04.2016
Start-up Village Entrepreneurship Programme
Biju Shri Parayamparanbil Kuttappan

Will the Minister of RURAL DEVELOPMENT be pleased to state:

(a) whether the Government has commenced a technology and innovation based start-up village entrepreneurship programme with database to help new entrepreneurs in different rural part of the country;

(b) if so, the details thereof; and

(c) the details of funds allocated, released and utilised along with beneficiaries covered and financial assistance provided under the programme during the last two years and the current year, State/UT-wise including State of Kerala?

Answer

MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT
(SHRI SUDARSHAN BHAGAT)

(a) to (c): The Start-up Village Entrepreneurship Programme (SVEP) is implemented as a sub-scheme under National Rural Livelihood Mission (NRLM) of the Ministry of Rural Development, to promote start-up enterprises in all sectors in rural areas, including technology and innovation based start-ups. Sanction for the roll out of the SVEP has been accorded to 16 states who have expressed their willingness, covering 46 blocks. Initially a baseline and market potential study of the blocks is carried out through the approved Programme Implementing Agency in respect of the State concerned for providing support on the start-ups, handholding and accessing finance to the entrepreneurs. Thereafter a Detailed Project Report thereon detailing the number of enterprises that can be viably supported in the block is submitted by the State to the Ministry for approval. The target of the scheme is to train and support 1.82 lakh entrepreneurs over a period of four years. The SVEP focuses on the enterprises based on the market potential in their vicinity and which would not need a capital of more than Rs.10 lakh. The SVEP targets at setting up enterprises in villages in saturation mode. The SVEP also creates local community cadre (CRP-EP) at village level which provides hand-holding support to the entrepreneurs. The State-wise details of funds allocated and released including that for Kerala is given in Annexure-I.

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